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Canon New Digital IXUS 85 IS Digital Compact Camera

New Face Color Function coupled with 10-Megapixel Resolution
Extensive Intelligent Functions refine the Concept of "Smart Beauty"

Canon is proud to introduce the brand new **Digital IXUS 85 IS** digital compact cameras incorporated with 10-megapixel CCD and a host of intelligent functions in nice compact bodies. Following the Digital IXUS concept of "Smart Beauty", the new model is the best options for stylish individuals who appreciate every photographic moment.

Each equipped with a 10-megapixel CCD, **Digital IXUS 85 IS** feature extensive intelligent features including Canon's DIGIC III imaging processor, enhanced Face Detection technology, Motion Detection Technology and high resolution PureColor II LCD. All these enable users to capture high-quality images in the simplest and most convenient operation. In addition, clear and steady long distance images are guaranteed with the cameras' high power optical zoom lens coupled with high performance optical image stabilizer (IS). With versatile powerful functions and stylish design, **Digital IXUS 85 IS** is ready to reveal a new era of digital imaging experience with superb image quality.

New Face Color Function

The strengthened Face Detection Technology of **Digital IXUS 85 IS** features a brand new Face Color function. Coupled with the high computing speed DIGIC III imaging processor, the camera can identify and focus on human faces in the picture and optimize the white balance setting and exposure for the detected object, ensuring the best portraits.

Face Detection Technology can track up to 9 faces by pushing half way on the shutter. It automatically detects the contour of a face to adjust flash exposure and through its new additional function to adjust to the optimum white balance setting according to the subject's skin tone. This can guarantee the best effect and avoid under-exposure or over-exposure even the subjects are dressed in whatever color or are not located at the center of the frame, and ensure the

captured faces in natural skin tone even shooting in dark or light backgrounds or in environment being lit by lights with different color temperatures.

Furthermore, **Digital IXUS 85 IS** feature a new Face Select and Track function that enables the user to manually select and track an individual face detected in frame. It ensures to capture the finest facial expression of an individual, especially good for taking group photo.

Digital IXUS 85 IS also features other image enhancing functions like Auto Red-eye Correction and Trimming Function. With Auto Red-eye Correction, the camera can automatically detect "red eyes" in portrait shots and correct them accurately and instantaneously through built-in recovering system during shooting or image playback. The new Trimming Function can detect individual's face in photo and trim the photo with faces located center automatically. This helps to gain more attention by placing the faces in a more prominent location.

DIGIC III Imaging Processor
Digital IXUS 85 IS are equipped with Canon's proprietary developed DIGIC III imaging processor, which possesses high algorithm power capable of processing massive image data in a shorter time span and reduces noise more efficiently for better image quality. Apart from more profound functions, the camera can speed up its start-up time by 30%. With faster operation and the improved focusing speed and accuracy, images can be captured and processed almost instantly and shown in great details with vivid colors.

New PureColor II LCD
Digital IXUS 85 IS is equipped with a high resolution 2.5-inch PureColour II LCD respectively that reproduce the most natural image in finer and richer colors. The brightness of PureColor II LCD is 30% stronger than a regular LCD and provides 10 times of higher contrast ratio that enables to view pictures from the sides. Having a wider viewing angle, the PureColor II LCD not only allows users to shot from different angles, but also allows more people to view the images during playback. PureColor II LCD also features multi-layer coatings to minimize image reflection when viewing under direct sunlight, making it easier to share photos displayed on the LCD. In addition, the LCD has a new coating to resist glare, scratches, and fingerprints.

Superior Optical Zoom Lens

Digital IXUS 85 IS is equipped with 3x optical zoom lens respectively with built-in Image Stabilizer (IS), minimizing blurriness of images and video shooting resulting from unsteady handling of the camera during shooting. Furthermore, the Safety Zoom feature is used in conjunction to take advantage of the camera's high definition images to offer extra zoom magnification without affecting image quality.

Built-in Optical Image Stabilizer (IS)

The new **Digital IXUS 85 IS** is equipped with Canon's Image Stabilizer (IS), effective in minimizing blurry image or movie due to camera's shake. Image Stabilizer uses gyroscopic sensors to detect vertical and horizontal movements, so as to control the movement of lens, providing effective, acute and speedy performance of vibration minimization, allow users to produce sharp images.

Motion Detection Technology

Digital IXUS 85 IS support Auto ISO and provides up to ISO 3200, perfect for shooting quality images at night or under circumstances where flash is not allowed. Besides, both cameras are incorporated with High ISO Auto function. With the new Motion Detection Technology, it can automatically detect the moving or static subject in the picture and adjust for the optimum ISO to shoot. When shooting moving subject, the camera will adjust to a higher ISO that shorten exposure time to minimize camera shake and image blur, while lowering the ISO speed to minimize noise for static subject for clear and sharp images.

10-megapixel CCD

The 10-megapixel CCD in **Digital IXUS 85 IS** captures images in finest details. DIGIC III imaging processor allows for detailed print enlargements as large as A2 size with vivid color presentation of an image.

AF Point Zoom

The new AF Point Zoom in both cameras promises more precise focusing. It can enlarge AF point display for easy checking of the facial expressions of the subjects or focusing details.

3-level Remaining Battery Power Display

Digital IXUS 85 IS feature a 3-level remaining battery power display, so that users are not caught off-guard without power and know the power usage level

easily. Users can take photos and video anywhere with no difficulty.

Diversified Shooting Modes
Digital IXUS 85 IS provides 12 different special scene modes, providing users the wide range of photography enjoyment, for examples Snow, Fireworks, Aquarium and new Sunset mode. This allows shooting best images easily by switching to different preset optimized setting. **Digital IXUS 85 IS** also offers additional Underwater mode for water sports lovers and divers to capture the mysterious face of the underwater world.

High Quality Movie Clip & Time Lapse Movie Shooting
Digital IXUS 85 IS supports up to 640 x 480 video shooting and extends recording time with LP mode. Using time lapse movie shooting, users can set the lapse time at 1fps or 0.5fps intervals and playback at 15fps, best for taking such as drifting clouds in the sky or the growing process of plants. Shooting over a long duration can be shown smoothly in shorter time for viewing.

Stylish Camera Design
To inherit the original IXUS 'Box and Circle' concept, **Digital IXUS 85 IS** comes in two-color variant with either the silver or black circle ring to match with different User' s style.

Compatible with SDHC Memory Card
Digital IXUS 85 IS support the hi-speed SDHC memory card, meaning it can quickly store large files of high resolution pictures and footages for replay instantly on the high resolution LCD.

Direct Printing and Sharing
For photo prints and share without uploading to computer, **Digital IXUS 85 IS** fully support PictBridge with a dedicated Print/Share button for direct printing and fast file uploads. It also features hi-speed USB 2.0 interface for easy sharing of images and videos.

The new Canon **Digital IXUS 85 IS** will be available in Hong Kong on 17 May with suggested retail price of HK$ 2,580.

The suggested retail prices of latest IXUS accessories are as follows:

Model	Suggested Retailed Price
NB-6L Lithium Rechargeable Battery	HK$ 300
CB-2LYE Charger	HK$ 400
WP-DC23 40-meter water-proof case	HK$ 1,430
HF-DC1 high power flash light	HK$ 800

About Canon Hongkong Company Limited

Canon Inc. (TSE:7751 / NYSE:CAJ), founded in 1937 in Japan, has successfully derived whopping global revenue of US$39.3 billion (as recorded on December 31, 2007). With over 70 years of experience in imaging products manufacturing, Canon devotes huge resources to research and development, and it is now one of the top patent-holders of technology in the imaging industry in the US, and also the only manufacturer across the globe that owns input and output device solutions to various imaging needs.

Canon Hongkong Company Limited (CHK) was established in 1971, responsible for sales, marketing and service for all product lines in Hong Kong, including digital cameras, digital video camcorders, printers, copiers, scanners, projectors and other imaging products. Canon Hongkong is committed to pursuing "Kyosei", the corporate philosophy of Canon, of which the essence is to urge and motivate its staff to live and work harmoniously into the future with all citizens in Hong Kong by actively participating in a variety of social and charity activities. Furthermore, CHK is proud to have adopted international recognized management systems by receiving ISO 9001, ISO 14001 and OHSAS 18001 certificates between 2003 and 2005. In addition to the above, CHK is certified to the COPC-2000® CSP Standard in 2006.

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Digital IXUS 85 IS Specification

		IXUS 85 IS
Image Sensor (CCD)		
Camera Effective Pixels		Approx. 10-Megapixel, 1 /2.3-inch type CCD
Total Pixels		Approx. 10.3-Megapixel
Color Filters		Primary color filters (Bayer type)
Lens		
Focal Length (35mm film equivalent)		35 (W) – 105(T) mm
Optical Zoom		3x
Focus Range	Normal	30cm -infinity
	Macro	3 – 50cm (W), 30 – 50cm (T)
	Digital Marco	3 – 10cm (W)
	Image Stabilizer (IS) System	Lens-shift type image stabilizer system
Image Processor		DIGIC III
LCD Monitor	Type	2.5-inch, low temperature polycrystalline silicon TFT color LCD with wide viewing angle (Approx. 230,000 dots)
	Feature	Brightness Adjustment (15 steps and Quick-bright LCD)
AF System		AF (Face Detect[1][2] / 9-point AiAF/ Center[3]) [1] Can be fixed to specified face for auto track and focus [2] If no face is detected, 9-point AiAF is used [3] Selection of Standard or Superfine focal frame
Metering System		Evaluative[1] 、 Center-weighted average 、 Spot[2] [1] Control to incorporate facial brightness in Face Detect AF [2] Fixed to center
AE Lock		Support (Only applicable to Camera M mode)
Exposure Compensation		+/- 2 stops in 1/3-stop increments
ISO (Standard Output Sensitivity, Recommended Exposure Index)		Auto, High ISO Auto, ISO 80/100/200/400/800/1600
White Balance		Auto*, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom * Auto white balance adjustment according to face's skin tone
Shutter		
Type		Mechanical shutter and electronic shutter
Speeds		15 – 1/1500 sec (based on all scene modes)
Aperture		
Type		Circular Aperture
F/number		f/2.8 – f/8.0 (W) ; f/4.9 – f/14 (T)
Flash		
Modes		Auto, on, off
Flash Range		Normal: 30 cm – 3.5 m (W) 30 cm – 2.0 m (T) (ISO speed: Auto)
Main Features		Face Detection AE Lock, FE Lock, Face Color Optimization
Shooting Specifications		

Shooting Modes		Auto, M[*1], Digital Marco, Portrait, Night Snapshot, Color Accent, Color Swap, Special Scene[*2], Movie [*1] Stitch Assist [*2] Kids & Pets, Indoor, Sunset, Foliage, Snow, Beach, Fireworks, Aquarium, Underwater, ISO 3200
Digital Zoom		Still images/Movies: Approx. 4x (up to approx. 12x zoom in combination with optical zoom) Safety Zoom, Digital Tele-converter (1.4x / 2.3x)
My Colors		My Colors Off, Vivid, Netural, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom
Continuous Shooting		Approx. 1.4 shots/sec (Large and Fine mode)
Number of Images Shot (based on CIPA testing standard)		Approx. 300 images
Recording Specifications		
Recording Media		SD memory card, SDHC memory card, MultiMediaCard, MMC*plus,* HC MMC*plus*
File Format		Design rule for Camera File system, DPOF (Version 1.1) compliant
Data Type	Still Images	Exif 2.2 (JPEG Type)
	Movies	AVI (Image data: Motion JPEG / Audio data: WAVE (Monaural))
	Sound memos/Recorder	Sound memos/Recorder: WAVE (Monaural)
Number of Recording Pixels	Still Images	Large: 3648 x 2736 Medium 1: 2816 x 2112 Medium 2: 2272 x 1704 Medium 3: 1600 x 1200 Small: 640 x 480 Date Imprint Mode: 1600 x 1200 Widescreen: 3648 x 2048
	Movies	Standard, Color Accent, Color Swap: 640 x 480 pixels (30fps / 30fps, LP mode) 320 x 240 pixels (30fps)
		Compact: 160 x 120 pixels (15fps)
		Time Lapse: 640 x 480 (0.5/1fps*) * Plays back at 15 fps
Others		Sound recorder
Playback Specifications		
Playback Modes	Still Images	Resize, Trimming, Over-exposed Warning, AF Point Check, Red-eye Correction, Index, My Colors, My Category, Jump, Magnified, Advancing and Reversing through Magnified Images, Auto Rotate, Rotate, Histogram, Sound Memos, Slide Show (with effects), Resume
	Movies	Special playback, edit, auto rotate, resume
Direct Print		PictBridge / Canon Direct Print / Bubble Jet Direct
Display Languages		25 languages
Interface		USB 2.0 Hi-Speed (mini-B, MTP & PTP)， Audio/Video output (NTSC/PAL)
Power Source		Battery Pack NB-6L AC Adapter Kit ACK-DC40
Dimensions		86.0 x 54.0 x 20.4 mm

Weight	Approx.130g (camera body only)
All data is based on Canon's standard testing methods. Subject to change without notice.	